"EXCLUSIVE NIGHT OF ENTERTAINMENT" FOR MILE REDEMPTION

The Marlboro "Exclusive Night of Entertainment" program provides Marlboro a platform of interaction with smokers within a smoker-friendly environment.

The Marlboro "Exclusive Night of Entertainment" program is a grassroots program which utilizes the current bar and dance trend with the added enhancement of a special appearance by a major recording artist.

The program is structured to attract the current young adult smokers on our database.

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6/30/98

Source: https://www.industrydocuments.ucsf.edu/docs/hgym0004

"EXCLUSIVE NIGHT OF ENTERTAINMENT"
FOR MILE REDEMPTION ESTIMATE

Budget Description			6 Nights 1,500/night inclding Guest
Guest Catering: Recipes from Marlboro Cookbook	Suggested	$135,000	9,000 consumers @ $15.00
Consumer Incentives		$0	Residual low-end items
Promotional Materials: Neons, Bar Kit (Napkins, Stirrers, etc.)	Banners, Posters,	$100,000	
Host/Celebrity DJ		$18,000	$3,000/night x 6 nights
Leo Burnett		$25,000	
On Site Execution (Labor) Management Fee (warehouse administrative costs, staff travel)		$25,000	6 nights x 8 hours x 10 surveyors = 480 hours @ $15.00 = $7,200 2 local managers - 2 days for 1 day each warehouse/training x 6 events @ $225 a day = $1,800
Promotion Management Fee (Promoter - To Be Bid)		$36,000	8% of Talent
Talent Promoter Travel Expenses		$9,000	
National Talent		$450,000	$75,000/night/performance
Home Economist		$2,000	2 local caterers (Marlboro recipe)
Venue/Club Fee		$10,000	$5,000 for each venue (2 Venues/Clubs)
Tickets for turnaways @ $10 each		$6,000	$1,00 per venue/club (6 nights)
Advertising/Direct Mail		$100,000	
TOTAL BUDGET		**$916,000**	

7/10/98

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